

MARKETING – B.S. – 2017-18

To the student: Please make sure you are using the correct check sheet based on your enrollment year. YOU are responsible for making sure you are on the correct check sheet and completing all program requirements accurately and on time.

Min Total Hours Required: 124
 Min Total Lib Arts Hours Req'd: 60
 Min Overall GPA-acc 2.5; rem 2.5; grad 2.5
 Min Major GPA-acc 2.5; rem 2.5; grad 2.5
 Other: No grade less than C- in major

Residence Requirements:
 31 Hrs at RWC
 15 Hrs in Major at RWC
 Of last 31 Hrs, 24 at RWC

Name: _____

General Education Requirements		SHr	Grd
Pick one from the following*:			
ART 101	Intro to Visual Arts (or a Non-Liberal Arts studio art course)	2, 3	
MUS 104	Intro to Music (or a Non-Liberal Arts music ensemble for one year)	2	
FNA 102	Intro to Dance	2	
BUA 260	Organztnl Behavior (Beh Sci)	3	
ECN 201	Microeconomics (Hst/Ecn/SS Elct)	3	
BIB 101	Old Tstmnt Lit & Theol	3	
BIB 102	New Tstmnt Lit & Theol	3	
CMC 101	Principles of Speech	2	Min C-
CMP 101	Principles of Writing	3	Min C-
CMP 102	Writing & Research	3	Min C-
GED 100	First-Year Seminar*	2	
GED 401	Senior Seminar	2	
HST 102/103	Western Civ I or II	3	
LIT	Intro Lit or 200-Level Survey*	3	
N/A	Mathematics	N/A	N/A
PED 100	Fitness for Life	1	
PED	Physical Ed Skills♣	1	
PHL 202	Business Phil & Ethcl Issues*	3	

Foreign Language		SHr	Grd
	Foreign Language♦	(3)	
N/A	Foreign Language♦	N/A	N/A
N/A	Foreign Language♦	N/A	N/A

Lab Science		SHr	Grd
	Lab Science	3, 4	

*Honors program students may elect to take FNA 110H, GED 100H, HUM 150H, HUM 151H, and LIT 210H instead.

♣No more than 2 hrs may be counted toward degree

♦Or proficiency as outlined in the College catalog

Major Requirements: 65 Hours		SHr	Grd
DIVISION'S COMMON PROFESSIONAL CORE (44 HOURS):			
ACC 201	Principles of Accounting I	3	
ACC 201 L	Prin of Accounting I Lab	1	
ACC 202	Principles of Accounting II	3	
ACC 202L	Prin of Accounting II Lab	1	
BUA 101	Introduction to Business	3	
BUA 210	Business Law I	3	
BUA 321	Corporate Finance	3	
BUA 380	International Business	3	
CSC 103	Computer App:Spreadsheet	1	
CSC 130	Intro to Mgmt Info Systems	2	
ECN 202	Prin of Macroeconomics	3	
ECN 205	Personal Economics	3	
MGT 201	Prin of Mgmt & Social Entrep	3	
MGT 420	Strategic Management	3	
MKT 201	Principles of Marketing	3	
MTH 200	Statistics	3	
BUA 341	The Leadership Challenge	3	

MARKETING REQUIREMENTS (21 HOURS):			
MKT 325	Marketing Internship Prep	1	
MKT 360	Creativity & Problem Slvng	3	
MKT 401	Marketing Research	3	
MKT 402	Marketing Management	3	
MKT 450	Internship Experience	2	
SELECT THREE COURSES FROM THE FOLLOWING:			
MKT 340	Advertising	3	
MKT 345	Consumer Behavior	3	
MKT 350	Integrated Marketing Comm.	3	
MKT 355	Persnl Selling/Sales Mgmt	3	
ART 270 or art 281	Graphic Design I Web Design I	3	

Other Elective Credits to Reach 124 Hours		SHr	Grd
(It is likely that additional liberal arts credits will be necessary.)			